

**STATE OF TEXAS
COUNTY OF BURNET
CITY OF MARBLE FALLS**

On this the 13th day of July 2019 the Hotel Motel Tax Advisory Committee at 11:30 am at the regular meeting place in City Hall, with notice of meeting giving time, place, date, and subject having been posted as described in Chapter 551 of the Texas Government Code.

PRESENT: Mike Hodge (City Manager/Chair), and Committee Members Dave Rhodes (Secretary), Darlene Oostermeyer, Jarrod Metzgar and Christian Fletcher

ABSENT: Jeanne Emerson and Russell Buster

STAFF: Caleb Kraenzel (Assistant City Manager), Margie Cardenas (Finance Director), Lisa Ward (Executive Assistant), Midge Dockery (EDC Business Development Coordinator), Erin Burks (Downton Coordinator)

VISITORS: Erin Hinzman, Bill and Janie Rives (Highland Lakes Creative Arts), Norman Lucas and Thom Shepard (Twang Thang Music), Krissy Sralla (Falls on the Colorado Museum), John Ward (Texas Tournament Zone), and Dr. and Carrie Kinnison (CASI)

- 1. Call to Order.** Chair Hodge called the meeting to order at 11:36 am.
- 2. Administration of Oaths of Office.** Christina McDonald, City Secretary administered the Oath of Office to Dave Rhodes.
- 3. Update on the Hotel Occupancy Tax Budget.** Margie Cardenas, Director of Finance presented the status of the budget.
- 4. Discussion and Action regarding a request from Texas Tournament Zone for funding from the FY 18/19 Hotel Occupancy Tax Budget.** John Ward presented his request for hotel occupancy tax revenue funding from the FY 18/19 budget. Secretary Rhodes made motion to grant funding in the amount of \$10,000. The motion was seconded by Committee Member Fletcher and carried by a unanimous vote (5-0).
- 5. Presentations by organizations who have submitted applications for requests for funding from the City of Marble Falls FY 2019/2010 Hotel Occupancy Tax Budget.** The following representatives/organizations made presentations for requests for funding:
 - Dr. and Carrie Kinnison – Howdy Roo (CASI)
 - Erin Hinzman and Bill Rives - Highland Lakes Creative Arts
 - Krissy Sralla - Falls on the Colorado Museum
 - Norman Lucas and Thom Shepherd - Twang Thang Music

- Jarrod Metzger - Lake LBJ/Marble Falls Chamber their request for funding for Walkway of Lights, Slide the City for FY19/20 budget and Marble Falls Music Festival for FY18/19 Budget

6. Discussion and Action on recommendations to the City Council for applicant funding for the FY 2019/2020 Hotel Occupancy Tax Budget. The Committee recommended funding for the following:

CASI - \$1,000
Highland Lakes Arts Guild - \$1,000
Highland Lakes Creative Arts - \$27, 500
Falls on the Colorado - \$6,000
Traverse Trail - \$1,000
Twang Thang Music - \$10,000
Marble Falls Music Fest - \$12,000 from FY 2018/2019
Walkway of Lights - \$10,000 from Capital Funding line item
Slide the City - \$5,000
Bass Champs - \$2,000

- 7. Discussion regarding Marketing Program.** Downtown Coordinator Erin Burks provided an update on the current marketing program with Look Think Make.
- 8. Discussion and Action regarding a request from Bass Champs to receive funding awarded from the FY 15/16 and FY 17/18 Hotel Occupancy Tax Budgets.** The Committee approved funding for Bass Champs awarded in previous years (FY 15/16 and FY 17/18). Secretary Rhodes made a motion to approve funding which was seconded by Chair Hodge. The motion carried by a vote of 4-1, with Committee Member Oostermeyer opposed.
- 9. Other business.** Secretary Rhodes requested the committee discuss a hard deadline for applications.
- 10. Adjournment.** There being no further business to discuss, the meeting was adjourned at 2:36 pm.



Mike Hodge, Chair

ATTEST:



Dave Rhodes, Secretary